





SOMETIMES, IT PAYS TO LEAD WITH YOUR HEART.

It's a feeling you never forget. The sun warming your face. The wind tugging at your smile. And that connected-to-the-road sensation that turns an ordinary drive into an exhilarating experience. It's the "emotion of motion."

A feeling you can capture in its purest form and at will, in a vehicle of equally pure, uncompromising character.

In arguably the most popular two-seat roadster in history—the legendary Mazda MX-5 Miata.

DOHC ENGINE WITH VARIABLE VALVE TIMING

SHORT-THROW 5-SPEED MANUAL GEARBOX

4-WHEEL DOUBLE-WISHBONE SUSPENSION

POWER-ASSISTED RACK-AND-PINION STEERING

50:50 WEIGHT DISTRIBUTION

POWER-ASSISTED 4-WHEEL DISC BRAKES

CORNER THE MARKET ON EXHILARATION.

The true test of any sports car is how well it handles. And in this definitive arena, the Mazda MX-5 Miata is a revelation. Anticipating your input. Translating each command into meaningful motion. And transforming every S-curve and sweeper into a masterful dissertation on exhilaration. But then, from its precise rack-and-pinion steering and short-throw 5-speed gearbox to its 4-wheel double-wishbone suspension system and 4-wheel disc brakes, MX-5 Miata is the quintessential sports car. Ingeniously engineered. Temptingly tossable. The agile icon that daringly reinvented the roadster over a decade ago.



zoom - zoom



THE INGENUITY BENEATH THE EXHILARATION.

Performance as inspiring as the Mazda MX-5 Miata's doesn't happen by accident. Nor does its 50:50 weight distribution for remarkably nimble, lightning-quick reflexes. Or its Power Plant Frame (PPF) that unites engine, transmission and differential into a rigid unit to prevent drivetrain twist and wasted power. In this age of "shared" platforms and components, the MX-5 Miata is a rarity. A true two-seat roadster engineered from the ground up to be nothing less. And endowed with a heart as inspiring as its heritage.

HOLD YOUR GROUND. An advanced double-wishbone suspension, front and rear, provides superb wheel alignment and road-holding. While powerful disc brakes—at all four corners—help deliver linear, fade-resistant stops.

GIVE IT SOME GAS. All MX-5 Miatas include gas-charged shock absorbers. For even crisper handling, the sport Suspension Package (available on models with manual gearboxes) includes high-performance Bilstein® shocks plus a Tochigi-Fuji torque-sensing limited-slip differential (standard on the LS).

REV IT UP. The MX-5 Miata's responsive 142-hp, 16-valve engine uses variable valve timing to maximize low-end torque and high-rpm power. A sophisticated 1.8-liter design, it strikes an ideal balance between usable power and light weight.



GET IT IN GEAR. Naturally, a short-throw 5-speed manual gearbox is standard on the MX-5 Miata. A 4-speed automatic is available. Move up to the LS and a slick-shifting 6-speed manual is also available.





WHEN WAS THE LAST TIME YOU FELT THIS GOOD INSIDE?

A well-designed cockpit is no less essential than a well-engineered suspension system. Which is why the Mazda MX-5 Miata goes to such great lengths to facilitate efficient communication between driver and machine. A supportive, well-bolstered bucket seat holds you firmly in place. A classic 3-spoke, leather-wrapped steering wheel welcomes your input. A full complement of gauges keeps you instantly informed, while precise pedal placement makes heel-and-toe downshifts nearly second nature. CFC-free air conditioning and an AM/FM/CD stereo, both standard, make your control of all essential functions complete.

MUSIC TO YOUR EARS. The MX-5 Miata's redesigned Windblocker™ panel not only reduces wind turbulence whenever the top is down, it also provides two extra built-in speakers for improved audio performance.



SUBDUE THE ROAD. AND FREE YOUR SPIRIT.





IT'S GOT AN IMPRESSIVE TRACK RECORD. AND OVER 650,000 FANS.

The Mazda MX-5 Miata has been a familiar face in the winner's circle at Sports Car Club of America (SCCA) events for more than a decade. And no wonder. Since its debut in 1989, over 650,000 Mazda MX-5 Miatas have been sold worldwide. Mazda MX-5 Miatas have also won six straight SCCA Showroom Stock B Overall Championships—outrunning a pack of Acuras, BMWs, Hondas and Toyotas, in the process. And providing countless owners with an exhilarating, affordable means of competing in SCCA-sanctioned events nationwide. Equally inspiring, one of America's most legendary race tracks is now called Mazda Raceway Laguna Seca, underscoring Mazda's commitment to performance and competition.

On tracks throughout America, Mazda MX-5 Miata owners are enthusiastically competing in two of the SCCA's most popular classes: Spec Miata and Showroom Stock B.

GENUINE MAZDA ACCESSORIES: WHERE STYLE MEETS SUBSTANCE.

Part of the joy of owning a new Mazda MX-5 Miata is personalizing it. And the best way to enhance its appearance or performance is with Genuine Mazda Accessories. In fact, all Genuine Mazda Accessories installed by your Mazda dealer prior to or at initial vehicle retail delivery, carry the same new-vehicle limited warranty as your new Mazda. See your dealer for details.



IN-DASH 6-DISC CD CHANGER,
MP3 PLAYER, CASSETTE PLAYER,
MINIDISC PLAYER. It's easy to
upgrade the factory audio
system with a CD changer,
MP3 player, cassette player
or MiniDisc player.



CHROME FUEL-FILLER DOOR.
This stylish accessory adds
a chrome accented race-car
touch to your MX-5 Miata.



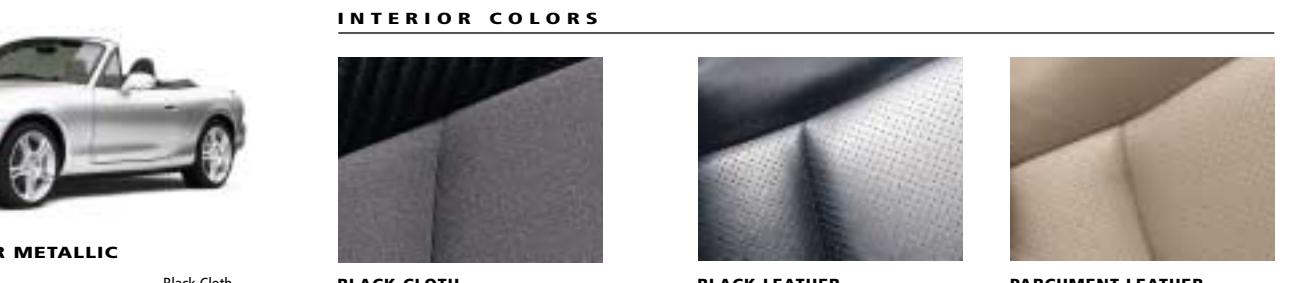
REAR SPOILER.
Smooth design
has been carefully
integrated with
the contours of
the trunk lid.



- Front air dam
- Side sill extensions
- Front and rear mud guards
- Headlamp and tail lamp bezels
- Detachable hardtop
- Door edge guards
- Chrome deck-lid rack
- Stainless steel scuff plates
- Silver/black steering wheel; gearshift knob
- Wood gearshift knob; parking-brake handle
- Wood-tone dash kit
- Compass and outside temperature auto-dimming mirror
- Footwell lamp kit
- Front mask
- Tonneau cover
- Touch-up paint

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Wherever you see this symbol, you can get
the whole story on our interactive Web site.

MECHANICAL FEATURES			MX-5 MIATA		MX-5 MIATA LS		OPTIONS AND OPTION PACKAGES			MX-5 MIATA		MX-5 MIATA LS			
■ 1.8L DOHC 16-valve 4-cylinder engine with variable valve timing	S	S	■ Suspension Package—Miata (manual transmission only): Sport suspension with Bilstein® shock absorbers; Tochigi-Fuji torque-sensing limited-slip differential		0	—									
■ 5-speed manual overdrive transmission with short-throw shifter	S	S	■ Suspension Package—Miata LS (requires 6-speed manual transmission and ABS): Sport suspension with Bilstein® shock absorbers		—	0									
■ Tochigi-Fuji torque-sensing limited-slip differential (manual transmission only)	P	S	Appearance Package 1: Large front air dam, side sill extensions and rear mud guards	O/A	O/A										
Power-assisted rack-and-pinion steering with engine-speed-sensing variable assist	S	S	Appearance Package 2: Small side sill extensions and rear mud guards	O/A	O/A										
■ Power-assisted 4-wheel disc brakes	S	S	Convenience Package: Door-mounted tweeters; power door locks; remote keyless entry system; cruise control	O	S										
■ 4-wheel double-wishbone suspension with gas-filled shock absorbers, front shock-tower brace, and front and rear stabilizer bars	S	S	■ 6-speed manual overdrive transmission with leather-wrapped gearshift knob	—	0										
Sport-tuned exhaust system	S	S	■ 4-speed automatic overdrive transmission (Miata LS requires ABS)	0	0										
EXTERIOR FEATURES			MX-5 MIATA		MX-5 MIATA LS		Anti-lock Brake System (ABS)			—					
■ 16-inch alloy wheels with wheel locks	S	S	Front and rear mud guards	O/A	O/A										
P205/45R16 W-rated high-performance radial tires	S	S	■ Detachable hardtop with rear window defogger	O/A	O/A										
■ Black vinyl convertible top with vinyl boot cover	S	—	Rear spoiler	O/A	O/A										
■ Black or Parchment cloth convertible top with vinyl boot cover	—	S	Chrome fuel-filler door	O/A	O/A										
■ Glass rear window with defogger	S	S	In-dash 6-disc CD changer	O/A	O/A										
Dual body-color power remote mirrors	S	S	Cassette player	O/A	O/A										
2-speed intermittent windshield wipers	S	S	Perimeter shock sensor alarm	O/A	O/A										
Power antenna	S	S	Headlamp and tail lamp bezels	O/A	O/A										
Clear-lens halogen headlights with projector-type low beams	S	S	Cargo net	O/A	O/A										
Clear-lens halogen fog lights	S	S	Compass and outside temperature auto-dimming mirror	O/A	O/A										
			Door edge guards, color-keyed	O/A	O/A										
INTERIOR FEATURES			MX-5 MIATA		MX-5 MIATA LS		SPECIFICATIONS			—					
■ 2nd-generation dual front air bags with passenger-side deactivation switch*	S	S	Engine size and type	1.8L 4-cylinder; iron block with light-alloy cylinder head			DOHC 16-valve with variable intake-valve timing			—					
3-point lap/shoulder safety belts with pretensioners	S	S	Valve gear	DOHC 16-valve with variable intake-valve timing			142 @ 7000 rpm			—					
Reclining bucket seats	S	S	Horsepower, SAE Net	142 @ 7000 rpm			Torque, SAE Net lb-ft			125 @ 5000 rpm					
Black cloth upholstery	S	—	Bore and stroke/compression ratio	3.27 x 3.35 inches/10.0:1			Ignition system/fuel system			Distributorless electronic/multiport electronic fuel injection					
■ Black or Parchment leather-trimmed upholstery†	—	S	Fuel capacity/recommended fuel	12.7 U.S. gallons/premium unleaded gasoline			EPA estimated fuel economy, mpg			23 city/28 hwy (manual); 22 city/28 hwy (automatic)					
Carpet floor mats	S	S	Curb weight (5-speed/6-speed/automatic)	2447/2441/2474 lb			Curb weight (5-speed/6-speed/automatic)			2447/2441/2474 lb					
■ Windblocker™ antidraft panel with integrated speakers and storage pouch	S	S	Steering ratio/turns, lock-to-lock	15.0:1/2.7			Steering ratio/turns, lock-to-lock			15.0:1/2.7					
Lockable center console storage and glove compartment; map pockets on doors and passenger's seatback; dual cup holders with covers	S	S	Turning circle, curb-to-curb	30. feet			Turning circle, curb-to-curb			30. feet					
Power windows with driver's 1-touch-down feature	S	S	Brakes	10.6-inch ventilated front discs; 10.9-inch solid rear discs			Brakes			10.6-inch ventilated front discs; 10.9-inch solid rear discs					
TRANSMISSION RATIOS			5-SPEED MANUAL		6-SPEED MANUAL		4-SPEED AUTOMATIC		—						
			1st gear	3.136	3.760	2.450									
			2nd gear	1.888	2.269	1.450									
			3rd gear	1.330	1.645	1.000									
			4th gear	1.000	1.257	0.730									
			5th gear	0.814	1.000	—									
			6th gear	—	0.843	—									
			Final drive	4.300	4.100	4.100									
DIMENSIONS AND CAPACITIES			WHEELBASE/OVERALL LENGTH		89.2/155.3		OVERALL WIDTH/HEIGHT		66.1/48.3		TRACK, FRONT/REAR		55.7/56.7		
			HEADROOM/LEGROOM/SHOULDER ROOM		37.1/42.8/49.7		CARGO VOLUME, CUBIC FEET		5.1		HEADROOM/LEGROOM/SHOULDER ROOM		37.1/42.8/49.7		



S : Standard O : Optional P : Package A : Dealer-installed accessory — : Not available
* Always wear your safety belt and deactivate passenger-side air bag when using any child safety seat.
† Seating surfaces upholstered in leather except for leather-look vinyl on seat side panels, rear sides of seatbacks and other minor areas.

PRODUCT CHANGES AND OPTIONS AVAILABILITY: Following publication of this brochure, certain changes in standard equipment, options, prices and the like, or product delays may have occurred which would not be included in these pages. Your Mazda dealer is your best source for up-to-date information. Mazda reserves the right to change product specifications at any time without incurring obligations. Options shown or described in this brochure are available at extra cost and may be offered only in combination with other options or subject to additional ordering requirements or limitations.

A MORE EXHILARATING ROUTE TO MAKING THE RIGHT CHOICE.

It starts with the **Mazda Test-Drive Experience**—a uniquely designed road trip engineered to take you miles beyond the ordinary test drive. It's all about putting a Mazda to the test under real-world conditions. Down local streets, highways, on-ramps and off-ramps. Through straightaways, S-curves and corners. It's also all about discovering the superb acceleration, braking, steering, handling and ride quality that every Mazda offers. And rediscovering that fun, connected-to-the-road feeling we call "Zoom-Zoom."

A MORE LIBERATING APPROACH TO OWNER PEACE OF MIND.

Once you become a new Mazda owner, you'll enjoy the peace of mind the **2004 Mazda Driver's Assurance Plan** delivers. It includes the freedom of a **48-month/50,000-mile "bumper-to-bumper" limited warranty**, plus **24/7 Emergency Roadside Assistance**. And should your Mazda MX-5 Miata require a warranty repair, the **Mazda Service Transportation Solution** can typically provide another vehicle to drive. After all, we want your new Mazda to be a source of pride and exhilaration for years to come. (See your Mazda dealer for details.)

A MORE COMPELLING WAY TO CONNECT WITH ZOOM-ZOOM.

Speaking of exhilaration, add Mazda's Web site to your list of must-see destinations. You can preview the new 2004 Mazdas. Look into seasonal incentives or special service offers. Pick up maintenance tips. Visit the Mazda Performance Corner for updates on driving technology, tuning and motorsports. Interactively "build" the Mazda MX-5 Miata of your dreams and see how it will look. Request a quote. Even locate a Mazda dealer. It all translates into a lot more Zoom-Zoom at: **MazdaUSA.com**

